



Downtown Center Business Improvement District

BOARD OF DIRECTORS MEETING MINUTES December 3, 2008

Board of Directors

Sonny Astani, David Damus, Kathy Faulk, Frank Frallicciardi, John Goldrick, Jeffrey Griswold, Robert Hanasab, Steve Hathaway, Marc Loge, Sandy Nam, Anne Peaks, Carol E. Schatz, Colin Shepherd, Patrick Spillane, Daniel B. Swartz, Josh Wrobel, Peter Zen

Absent

Barbara Bundy, Robert Cushman, Kent Handleman, Peklar Pilavjian, Steve Provencio, Christopher Pfohl,

Staff

Hal Bastian, Michael Clark, Jacob Holloway, Connie Hwang, Ken Nakano, Bobby Ortiz, Alexander Stettinski, Justin Weiss

Guests

Sgt. Todd Turner

CALL TO ORDER

Hathaway called the meeting to order without a quorum at 8:06 a.m. A quorum was reached at 8:10 a.m.

PROPERTY OWNER/PUBLIC COMMENT PERIOD ON AGENDA ITEMS

Hathaway opened the meeting to the public for comments, in which there were none.

PRESIDENT'S REPORT

Schatz reported:

Schatz met with LAPD command staff to voice public safety concerns in Downtown Los Angeles. As a result of increased crime in Downtown, there will be an increase in the number of police officers in the area beginning in January 2009.

Steve Hathaway has completed his term as Chairperson. Ms. Schatz thanked Mr. Hathaway for his long-standing commitment to the BID and for his leadership as Chair. The board will vote for a new Chair in January 2009.

Ms. Schatz thanked the Board for their continued support and recognized the DCBID staff for their hard work.

APPROVAL OF MINUTES

Spillane made a motion to approve the Minutes from the October 1, 2008 Board of Directors meeting, which was seconded by Swartz, and the motion was unanimously approved.

COMMITTEE REPORTS

ECONOMIC DEVELOPMENT

Bastian reported:

There were over 8,400 respondents to the Downtown Los Angeles Demographic Survey. Final results will be released in early 2009. This information will be used to attract more retailers, restaurants amenities, and services to Downtown.

The DCBID will host a "Hail-A-Taxi" press conference and education program at 7+FIG Plaza on December 8th. The DCBID is collaborating with the City to install temporary signs on major Downtown streets bounded by Temple Street on the north, 12th Street on the south, the 110 Freeway on the west and Main Street on the east.

The 6th Annual Fall Downtown Los Angeles Program & Tour took place on November 18, 2008. Over 300 people participated in this yearly program.

The Alzheimer's Association Memory Walk was held in Downtown on October 5th and drew thousands of people. The DCBID assisted in the planning of this event that

In conjunction with FIDM, the DCBID held the First Annual Halloween Party for Downtown LA Kids on October 31st at Grand Hope Park. Ralphs Fresh Fare provided food sponsorship. The event was a success with over 250 children and 350 adults in attendance.

The Economic Development team assisted Council District 14 with outreach to local business owners, ultimately raising enough money to operate the Red Line subway until 3:00 a.m. on Friday and Saturday nights from November 21st through December 27th and on New Year's Eve.

The DCBID gave tours to Gorky's Restaurant, Maestro's Steakhouse, a number of yoga and pilates studios, Dodd Mitchell Design Group, The Piken Group, Hooters, Home Depot, and Magnolia Restaurant & Bar

FINANCE

Clark reported the October 31, 2008 Financials (YTD):

Total Net Revenue:	\$5,503,942
Total Expenditures:	\$4,168,003
Net Surplus (Deficit) From Operations:	\$1,335,939
Other Income (Expenditures):	\$198,499
Net Revenue:	\$1,534,438

A motion was made to approve the October 31, 2008 Financials by Zen, which was seconded by Damus, and the motion was unanimously approved.

A motion was made to approve the Financial Procedures & Policies by Swartz, which was seconded by Frallicciardi, and the motion was unanimously approved.

A motion was made to approve the DCBID 2009 Annual Planning Report by Swartz, which was seconded by Zen, and the motion was unanimously approved.

A motion was made to authorize the Executive Committee to review and approve the proposed lease agreement, as amended, and for the Board to ratify the Committee's decision in January 2009; by Schatz, which was seconded by Zen, and the motion was unanimously approved.

MARKETING

Stettinski reported:

The DCBID launched the Holiday Stay & Play Campaign in early November. Eleven hotels submitted Holiday packages, which the DCBID is promoting through print advertising in the L.A. Times, web banner campaigns and through the DCBID's website.

The DCBID launched a Young Nightlife campaign with metromix.com, promoting restaurants and nightclubs in Downtown.

The DCBID's monthly e-newsletter was sent to over 6,000 current subscribers.

The development of a new DCBID website is in full swing and is scheduled to be finished in January 2009. The new website will include a search and events feature specifically configured for easy use on mobile devices.

The DCBID printed 200,000 copies of the Guide to Downtown L.A. The Guide will be distributed in L.A. and Orange County through two distribution services.

The new Ambassador program started in late November. Six new Downtown Guides were hired and trained. The Marketing department will oversee the program. The newly revamped program will be singularly marketing and hospitality driven, promoting stronger interaction with Downtown visitors and businesses within the district.

The DCBID sponsored the Second Annual Jules Verne Festival (\$10,000), which took place October 23-26. Over 7,000 people attended the festival. The DCBID was acknowledged as a sponsor on all printed collateral and posters at the Million Dollar Theater on Broadway and at the Edison.

The DCBID provided \$15,000 in sponsorship to the Grand Avenue Festival on September 28, 2008. An estimated 25,000 people attended the event.

OPERATIONS

Nakano reported:

On November 3rd 2008, the DCBID began a Pilot Project ("Project") with the Los Angeles Police Department. The Project specifies that LAPD will provide 2 uniformed officers to work 9 hours a day, 5 days a week for two months on a trial basis. The projected cost of the Project will be \$48,240.00, which will be funded from the Special Deployment budget (currently at \$59,478). Dependent on the success of the Project, the DCBID may adopt a modified program that will last the duration of the year.

OLD BUSINESS

No old business.

NEW BUSINESS

No new business.

ADJOURNMENT

The meeting was adjourned at 9:14 a.m.